GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:2055
ANSWERED ON:01.12.2000
TELECAST OF SYDNEY OLYMPICS
NAWAL KISHORE RAI;ZORA SINGH MANN

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Doordarshan had provided live- telecast of Sydney Olympics;

(b) if so, the countries where live telecast was provided;

(c) whether the Doordarshan had earned any income from advertisements through this live telecast;

(d) if so. the total amount thereof; and

(e) the total expenditure incurred on all the activities from obtaining the rights of telecast to providing live telecast?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ) :

(a) Yes Sir. Prasar Bharati have intimated that Doordarshan had telecast live and recorded events like opening Ceremony, Closing Ceremony and other games/event, where Indian participants figure, on DD-1 and DD-2 at specified times during the Olympic fortnight apart from telecasting live 24 Hours on DD-Sports for the benefit of sports lovers.

(b) Prasar Bharati secured exclusive satellite and terrestrial rights of the Games for telecast in India.

(c) and (d) Yes, Sir. Rs. 1.08 crores.

(e) The information is being collected and will be laid on the Table of the House.